



18<sup>th</sup> Annual Executive Seminar Series on International Trade

## Massachusetts Small Business Development Center Network Massachusetts Export Center

*in cooperation with MassDevelopment*

present



# Fall 2009 Partners for Trade

## Seminar and Registration Guide

*In Collaboration With*

U.S. Small Business Administration

Massachusetts Department of Business Development

University of Massachusetts Amherst, Isenberg School of Management

Massachusetts Office of International Trade & Investment

U.S. Department of Commerce



Deval L. Patrick  
Massachusetts Governor

*The Massachusetts Export  
Center is committed to helping  
the state's businesses succeed  
in today's global marketplace.*

*The world is your market.  
Take the next step.  
Join us as a partner for trade.*



Robert H. Nelson  
SBA District Director

## Register for seminars online at [www.mass.gov/export](http://www.mass.gov/export)

**Preregistration is required** for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

**Cancellation/Refund Policy:** Cancellations received at least 48 hours prior to the seminar will be entitled to a refund. Cancellations must either be emailed to [cornwell@msbdc.umass.edu](mailto:cornwell@msbdc.umass.edu) or called into 413-545-6309. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program.

**Discount Pricing:** Seminars are offered at a nominal fee; therefore, we do not offer discount pricing.

**Seminar materials are for attendees only.**

**Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

**Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

**Payment** is due with your registration. We accept cash and personal and company checks. Sorry, we do not accept purchase orders, nor do we invoice participants.

**No Shows:** Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.

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*A portion of the funds for this publication were provided by MassDevelopment.*



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*Although accurate at press time, seminars may be added, rescheduled or cancelled.  
To confirm dates, please visit our website at [www.mass.gov/export](http://www.mass.gov/export).*

# Program Descriptions

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## Export Open House @ SouthCoast Business Expo

Have you ever wondered if your business could be expanded internationally? Have you ever had some international inquiries, but weren't sure how to handle them? Or, do you have some international sales, but wish that you could find a way to increase them? If so, then this is the program for you!

There are many government resources to help with your international sales efforts. These resources include everything from assistance with marketing and sales — including market research and distribution development — to assistance with financing and export logistics.

In this program, we will feature brief presentations by government export promotion agencies and will include time for questions and answers. Following the presentations, participants will have the opportunity to network and speak one-on-one with the government officials to address specific export questions and challenges while helping to assess your export readiness.

- Eric Hunter, Vice President — MassDevelopment
- John Joyce, Acting Director, U.S. Export Assistance Center — U.S. Small Business Administration
- Diana La Muraglia, Director of Business Development — Massachusetts Office of Trade & Investment
- Nancy Lowd, Senior International Trade Advisor — Massachusetts Export Center
- Ed Merguerian, International Trade Specialist — U.S. Department of Commerce, U.S. Commercial Service

**Date:** Wednesday, October 21, 2009

**Time:** 1:15 - 3:15 p.m.

**Location:** White's of Westport, Westport

**Cost:** No charge, but preregistration is required



*The SouthCoast Business Expo is the South Coast's largest business-to-business trade show featuring over 100 exhibitor booths, free business seminars and networking events!*

## Export Regulatory Compliance Update

Many exporters are well aware of the need to be compliant with U.S. export regulations. As the regulations become increasingly complex and more aggressively enforced, however, most firms are quickly finding that a mere awareness of export compliance issues is not enough. Companies that don't take a proactive and preemptive approach to export compliance will fall behind the curve on regulatory changes, leaving themselves open to noncompliance and possible enforcement action.



This seminar will provide the latest information on export regulatory trends, with a focus on current compliance issues. The seminar will feature experts from private industry and government discussing the following issues: the impact of recent and pending export regulatory changes; the current political climate and renewal of the Export Administration Act; enforcement trends; impact of the recent Census AES regulations on export clearance and enforcement; ensuring compliance when working with freight forwarders; sanctions compliance and more. The seminar will conclude with a panel discussion providing best practices and solutions for compliance program development in a number of different areas, including: EAR/ITAR commodity jurisdiction; export control classification; licensing; U.S. export compliance in a multinational organization; deemed export compliance; denial screening; recordkeeping and more. The seminar will be followed by a networking reception.

Don't miss this unique opportunity to hear the latest on export compliance issues and trends from some of the area's leading exporters and compliance experts! Early registration is strongly encouraged.

- Brian Amero, Director of Global Compliance and Regulatory Affairs — Teradyne, Inc.
- Larry Disenhof, Group Director, Export Compliance and Government Relations — Cadence Design Systems, Inc.
- Paul DiVecchio, Principal — DiVecchio & Associates
- Barry Hurewitz, Partner — WilmerHale
- John McKenna, Special Agent in Charge — U.S. Department of Commerce, Bureau of Industry & Security, Office of Export Enforcement
- Ronald Meltzer, Partner — WilmerHale
- Stephen Powell, Director of Export Compliance — C.H. Powell Company
- James Rourke, Director of Export/Import Operations — Raytheon Integrated Defense Systems
- Misty Rutter, Director of Worldwide Trade Compliance — 3Com Corporation
- Robert Ventura, General Counsel — Metso USA, Inc.
- Additional special guest speakers to be announced soon!

**Date:** Wednesday, December 9, 2009

**Time:** Registration 8:30 a.m.; Program and Reception 9:00 a.m. - 5:00 p.m.

**Location:** Offices of WilmerHale, Boston

**Cost:** \$175 includes seminar materials, breakfast, lunch and networking reception; does not include parking. A special discounted price of \$125 is available to members of the Compliance Alliance.



## International Standby Letters of Credit and Foreign Exchange Update

Companies today use standby letters of credit for more than just the traditional performance or financial guarantees they offer. A standby letter of credit offers numerous advantages and can be used in a variety of ways, such as: substitution of bid and performance bonds; support of advance payment and payment guarantees; serving as a secondary means of payment to creditors; serving as a supplement to credit limits with suppliers; and more.

To use standby letters of credit effectively, it is important to understand how they work to mitigate the risk to your business.

This seminar will review real-world standby letter of credit mechanics with an extensive look at how they can be structured to meet the specific needs of all parties. Different types and uses of standby letters of credit will be reviewed, including bank guarantees and the rules governing standby letters of credit. The program will conclude with a foreign exchange update that will provide tips on FX tools and strategies that can be used to manage the bottom-line costs of international business.

- Mary Papazian, Senior Vice President and Senior Foreign Exchange Advisor — Silicon Valley Bank
- Carla Winfield, Vice President and Senior Global Advisor — Silicon Valley Bank

**Date:** Thursday, October 29, 2009

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 1:00 p.m.

**Location:** Silicon Valley Bank, Newton

**Cost:** \$75 includes continental breakfast and seminar materials



## Negotiating and Structuring International Distribution Contracts

Many exporters rely heavily on partners, such as distributors or agents, to generate sales in overseas markets. For exporters, effectively negotiating and structuring contracts with these partners is critical for achieving profits and growth while minimizing confusion, disputes and poor performance in overseas markets. How do you achieve a win-win agreement and relationship with your overseas partners? When should and when shouldn't exclusivity be used as a motivational tool? How can exporters protect themselves in relationships with underperforming partners?



This seminar will provide guidance for negotiating and structuring contracts with overseas partners, with an eye towards ensuring that the best interests of the exporter are protected. Specific issues to be discussed include: getting buy-in from exporter top management and overseas partners; effectively managing contract negotiations; sales and performance requirements; exclusivity; essential contract elements; dispute resolution and more. This program will include real-world examples and best practices from one of the state's leading exporters – New Balance Athletic Shoe, Inc. The seminar will be of benefit to international sales and marketing staff as well as individuals involved with export operations.

- Ekene Ofodile, International Sales Operations Manager — New Balance Athletic Shoe, Inc.
- Neal White, Senior Partner — McDermott Will & Emery

**Date:** Wednesday, October 14, 2009

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 p.m.

**Location:** New Balance Athletic Shoe, Inc., Brighton

**Cost:** \$75 includes continental breakfast and seminar materials



## 10 Steps to Growing International Sales

Does your business need to begin or expand international sales operations? How do you proceed while safeguarding your current assets? To succeed in global business, companies need to simplify their approach to export operations while unifying their international sales and marketing efforts.



In this unique panel session, we will discuss: strategy considerations before your first actions; how to approach the daunting task of positioning your business for international sales, marketing and distribution; how brand positioning and direct communications can have a multiplier effect on your success; and how to integrate cultural, language and marketing considerations so they are synergistic with your business strategy and execution plans.

Specific issues to be addressed will include international sales and distribution strategy, branding and direct sales, global marketing and communications, implementation and more. By the end of this session, you will have many of your questions answered and a manageable checklist to both begin and execute a path toward global success.

- Stephen Davis, Managing Director — CXO Advisory Group
- Stephen Melanson, President — Melanson Consulting
- Wendy Pease, Executive Director — Rapport International

**Date:** Friday, November 6, 2009

**Time:** Registration 8:30 a.m.; Program 9:00 - 11:30 a.m.

**Location:** State Transportation Building, Conference Room 4, Boston

**Cost:** \$50 includes continental breakfast and seminar materials; does not include parking



## Understanding Import Security Filing and the Impact on Supply Chain Management (10+2 and C-TPAT)

Since 9/11, in order to maintain the Country's security, many new import regulations have been put in place. C-TPAT is a voluntary initiative between the U.S. Customs and Border Protection (CBP) and the import-trade community. Its purpose is to improve international supply chain management, thereby improving U.S. border security.

C-TPAT is a global-reaching supply chain security initiative that allows importers to move their product faster. It reduces the number of CBP inspections, provides for priority processing with CBP inspections, and assigns a C-TPAT specialist to help with your global supply chain management. The new Importer Security Filing (10+2), which became effective this past January, requires importers and shipping companies to supply specific data elements to CBP.

It is recommended that all companies that import attend this seminar, including manufacturers, distributors and retailers.

- Roland Shrull, Esquire, Partner — Middleton & Shrull

**Date:** Tuesday, October 13, 2009

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.

**Location:** Kittredge Business Center, Room 302, Holyoke

**Cost:** \$95 includes continental breakfast, lunch and seminar materials



# Export Logistics and Regulatory Compliance Certificate Series

**In today's complex export environment, regulatory compliance and traditional logistical issues are inextricably linked.** Simple logistical mistakes may have repercussions that can lead to noncompliance with U.S. export regulations and foreign customs requirements. Companies that don't take a holistic approach to all of these issues will leave themselves open to fines, customs seizures, delays, and possible enforcement action.

Our four-part Export Logistics and Regulatory Compliance Certificate Series is designed to provide exporters with a comprehensive, working understanding of the day-to-day mechanics of international trade while focusing on the latest trends and requirements essential to achieving full compliance. The series will provide helpful tips, tools and practices that businesses can use to optimize their export operations. Participants who complete the entire four-part series will receive a certificate of completion issued by the Massachusetts Export Center.

## **Export Logistics, Classification & Incoterms** (October 27)

This seminar is designed to help companies understand the basic steps and tools in the export process. It will focus on the fundamentals of export logistics, including product and tariff classification, Incoterms 2000, international shipping procedures, customs clearance, working with freight forwarders, packaging, cargo insurance and duty drawback.

- Richard Bridges, Vice President — Roanoke Trade Services, Inc.
- Robert Kenneally, Director, National Account Development — C.H. Powell Company
- Herbert Lynch, Partner — Sullivan & Lynch, PC
- Thomas Miaskiewicz, Associate — Sullivan & Lynch, PC
- Maurice Mitchell, International Account Manager — UPS Worldwide Services

## **Export Documentation & Shipping Under Free Trade Agreements** (November 3)

This hands-on seminar will guide participants through the process of completing major export documents, such as Commercial Invoices, Certificates of Origin and others. The seminar will also discuss the new Census Bureau regulations requiring exporters to file their information via the Automated Export System (AES) and will review AES filing requirements step-by-step. Accurate valuation of export shipments, including special cases such as warranties and repairs, will also be discussed. Finally, the seminar will review new and existing U.S. free trade agreements that provide duty-free access to many countries for U.S. exporters. The seminar will review documentation and procedures for shipping under free trade agreements and will discuss eligibility under rules of origin, preference criteria, tariff shifts, regional value content and more.

- Herbert Lynch, Partner — Sullivan & Lynch, PC
- Thomas Miaskiewicz, Associate — Sullivan & Lynch, PC
- Maurice Mitchell, International Account Manager — UPS Worldwide Services

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## Export Regulatory Compliance (November 10)

This seminar will walk participants step-by-step through U.S. export control requirements while focusing on special issues and areas of concern for exporters. The program will provide an overview of export regulations, including their scope and structure, as well as the various government authorities responsible for developing and enforcing regulatory policy. The seminar will then review the specific steps necessary to achieve compliance, including: denied party screening, embargoes, antiboycott controls, commodity jurisdiction, product controls, ECCN classification, deemed exports and export licensing procedures. The seminar will also discuss export clearance and enforcement trends, recordkeeping obligations and compliance programs.

- Julie Aleman, Senior Account Executive — Kazakis International Company, LLC
- Nick Kazakis, Senior Account Executive — Kazakis International Company, LLC
- Patricia Kazakis, President — Kazakis International Company, LLC
- John McKenna, Special Agent in Charge — U.S. Department of Commerce, Office of Export Enforcement

## Best Practices for Developing Export Procedures & Compliance Programs (November 17)

This seminar will feature speakers from some of the area's leading exporting firms to share best practices for developing export procedures and compliance programs. Guest speakers will provide tips and information on their practices across several different areas, including: selecting and working with freight forwarders; handling routed freight transactions; product classification and classification tracking; order entry and screening; documentation and recordkeeping. The seminar will also provide an overview of export compliance programs, including basic elements and other relevant issues such as customization, implementation and maintenance.

- Cidalia Bernardes, Global Customer Service & Compliance Manager — Aspect Medical Systems
- Kenneth Delaporta, Director of Operations and Export Compliance — The MathWorks, Inc.
- Natascha Finnerty, Principal — DL Exports International
- Kenneth Harris, Managing Partner — MK Data Services
- Roxana Palomo, Account Specialist, Asia Pacific Export — Bose Corporation

**Dates:** Tuesdays: October 27, November 3, 10, 17, 2009

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.

**Location:** Karl Weiss Education & Conference Center, Westboro

**Cost:** \$450 for the entire series or \$130 per individual session. Discounted pricing of \$400 for entire series or \$110 per individual session is available to members of the Compliance Alliance. Fee includes breakfast, lunch and seminar materials.



# Massachusetts Export Center Compliance Alliance



The Massachusetts Export Center is pleased to introduce the Compliance Alliance, a special initiative designed to help the state's businesses enhance their export compliance and global trade competitiveness. The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export regulatory compliance issues. Member activities and benefits include:

- **Networking Briefings:** Periodic member-only briefings that address a variety of compliance issues and provide an opportunity for exporters to network and share best practices with one another. Exporter members of the Compliance Alliance drive the agenda, select subjects and serve as speakers at briefings. Networking briefings are free of charge to Compliance Alliance members.
- **Conferences and Training:** Periodic conferences and seminars that provide in-depth training across a broad range of export regulatory compliance and operational issues. Speakers include exporters, law firms, consulting firms and reps from government export regulatory authorities. Compliance Alliance members receive special discounts at conferences and training programs.
- **Online Member Directory:** Member-only directory access to connect with exporters, service providers and government agencies that are members of the Compliance Alliance.
- **Online Resources and Databank:** Member-only access to an online export compliance resource library and databank that includes content provided by members, including sample compliance programs and agreements, materials from seminars and more.
- **Online Job Board:** Members can access and post job listings for local positions related to international regulatory compliance, export/import operations and other positions related to global trade.

We hope that you will join us for this exciting initiative! For further information, contact the Massachusetts Export Center at 617-973-8664 or visit our website at [www.mass.gov/export](http://www.mass.gov/export).

*Special thanks to our Founding Sponsor*

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50% discount membership  
pricing through September 2009!**

## Fall 2009 Networking Briefings

The Massachusetts Export Center's Compliance Alliance initiative offers periodic briefings that address a variety of compliance issues and provide an opportunity for exporters to network and share best practices with one another. Exporter members of the Compliance Alliance drive the agenda, select subjects and serve as speakers. Networking briefings are free of charge to Compliance Alliance members!

### Real-World AES Compliance

**SVB** Silicon Valley Bank  
A Member of SVB Financial Group

Hear from exporters as they discuss their real-world challenges and solutions in fulfilling export reporting obligations through the Automated Export System (AES). Topics to be addressed include best practices, managing freight forwarder relationships, handling routed freight transactions, enforcement, managing challenges with AESDirect and more.

- Olga Kuznets, Senior International Sales Support Representative — Aspect Medical Systems
- Dirk Petersen, Vice President Contracts and Export Compliance — AMETEK Aerospace & Defense
- Patty Sasso, Marketing Operations Manager — Doble Engineering

**Date:** Thursday, September 24, 2009

**Time:** Registration 8:30 a.m.; Program 9:00 - 11:00 a.m.

**Location:** Silicon Valley Bank, Newton

**Cost:** No charge for Compliance Alliance members; \$50 for non-members (includes continental breakfast and seminar materials)

### Export Product Classification

At this networking briefing, exporters will share best practices for product classification, including tariff and export control classifications. Handling of special challenges, such as validation of supplier information, disputes, discrepancies and classification requests will also be discussed.

- Marla Lyon, Trade Compliance Manager — Avid Technology
- Laura Molinari, Counsel — GE Aviation

**Date:** Friday, November 13, 2009

**Time:** Registration 8:30 a.m.; Program 9:00 - 11:00 a.m.

**Location:** State Transportation Building, Conference Room 3, Boston

**Cost:** No charge for Compliance Alliance members; \$50 for non-members (includes continental breakfast and seminar materials; does not include parking)

# Driving Directions

Additional directions and maps available at [www.mass.gov/export/directions.htm](http://www.mass.gov/export/directions.htm)

## **Karl Weiss Education & Conference Center**

**MA Technology Collaborative, 75 North Drive, Room 102, Westboro • 508-870-0312**

*From the North and South:* Take Route I-495 to Exit 23B (Route 9 westbound). Proceed west on Route 9 for 3.3 miles to the intersection with Route 135. Turn right onto Route 135 West and follow 0.4 mile to North Drive. The entrance to Karl Weiss Center will be on the left (a one-story brick building). *From the East and West:* Take the Massachusetts Turnpike to Exit 11A. Take Route I-495 North to Exit 23B (Route 9 westbound). Proceed west on Route 9 for 3.3 miles to the intersection with Route 135. Turn right onto Route 135 West and follow it 0.4 mile to North Drive. The entrance to Karl Weiss Center will be on the left (a one-story brick building).

## **The Kittredge Center at Holyoke Community College**

**303 Homestead Avenue, 3rd Floor, Room 302, Holyoke • 413-538-7000**

*From Route I-91 North or South:* Take Exit 16 (Route 202/Holyoke). At the end of the ramp, take a left (if traveling from the south) or right (if traveling from north) onto Cherry Street. At the traffic light, take a left onto Homestead Avenue. Go less than a mile and the HCC Campus entrance is on the right. Enter main entrance and take a left. Continue to "E" parking lot. Walk to The Kittredge Center and go to the third floor. *From Mass Pike:* Take Exit 4 to I-91 North and follow directions above.

## **New Balance Athletic Shoe, Inc.**

**Brighton Landing, 20 Guest Street, Brighton • 617-783-4000**

*From the North:* Take the Leverett Connector, Exit 26, off Route I-93 (Storrow Drive exit, immediately before the Lower Deck). Follow all the way into Boston (by the TD Garden), and get onto Storrow Drive West. Follow Storrow Drive, which will turn into Soldier's Field Road. Drive past Harvard University, staying on Soldier's Field Road and following signs for Newton. Bear right off Soldier's Field Road at the Watertown/Brighton exit. At the end of a very short off-ramp, stay left and follow signs to Brighton Center. Go straight through three sets of lights and over the Mass Pike (the Stockyard Restaurant will be on your right). Take the next left onto Guest Street. The entry to the Brighton Landing Garage is on the right. *From Downtown Boston:* Take Storrow Drive West, which will turn into Soldier's Field Road. Drive past Harvard University, staying on Soldier's Field Road and following signs for Newton. Bear right off Soldier's Field Road at the Watertown/Brighton Exit. At the end of a very short off-ramp, stay left and follow signs to Brighton Center. Go straight through three sets of lights and over the Mass Pike (the Stockyard Restaurant will be on your right). Take the next left onto Guest Street. The entry to the Brighton Landing Garage is on the right. *From the South:* Take I-93 North to Route I-90/Mass Pike West. Take Exit 20 for Allston/Brighton/Cambridge. After the toll, stay to the left, following signs for Allston/Brighton. The ramp will bring you onto Cambridge Street. At the third set of lights, take a right onto Lincoln Street. Lincoln will turn to the left immediately. Stay on Lincoln about one mile all the way to the end, where there will be a traffic light at Market Street. Take a left onto Market Street, and go over the Mass Pike (the Stockyard Restaurant will be on your right). Take the next left onto Guest Street. The entry to the Brighton Landing Garage is on the right. *From the West:* Take the Mass Pike East to Exit 18 – Allston/Brighton/Cambridge. After the toll, stay to the left, following signs for Allston/Brighton. The ramp will bring you onto Cambridge Street. At the third set of lights, take a right onto Lincoln Street. Lincoln will turn to the left immediately. Stay on Lincoln about one mile all the way to the end, where there will be a traffic light at Market Street. Take a left onto Market Street, and go over the Mass Pike (the Stockyard Restaurant will be on your right). Take the next left onto Guest Street. The entry to the Brighton Landing Garage is on the right.

## **Silicon Valley Bank @ One Newton Executive Park**

**2221 Washington Street, Suite 200, Newton • 617-630-4100**

*From the North:* Take Route 128/I-95 South to Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right. *From the West:* Take the Mass Pike (I-90) East towards Boston. Exit at Route 128/I-95 South towards Cape Cod. Take Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take an immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right. *From the South:* Take Route 128/I-95 North to Exit 21 (Route 16, Newton/Wellesley). Turn left onto Washington Street (Route 16 West). Go over the highway and through the traffic light. Take a right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right.

## **State Transportation Building**

**10 Park Plaza, 2nd Floor Conference Center, Boston • 617-973-8664**

*The State Transportation Building is located in downtown Boston between the theater district and the Park Plaza Hotel. It can be reached by automobile, rapid transit, and commuter rail. Several MBTA stations are within a five-to-ten minute walk from the building, which is fully accessible to people with disabilities. Parking is available in the State Transportation Building garage and in other garages nearby.*

*From the South:* Take Route I-93 North to Exit 20, following signs to South Station. At the end of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right (approximately one-third of a mile.) The State Transportation Building will be on your right at this point. After a right turn, the entrance to the garage is on the right side. Other garages nearby: Motor Mart Garage, the Radisson Hotel garage and the Boston Common Garage. *From the North:* Take Route I-93 South to the Leverett Connector to Exit 26 (Storrow Drive exit, immediately before the Lower Deck). Follow all the way into Boston (by the TD Garden), and get onto Storrow Drive West. Pass the Government Center exit on the left, and take the 2nd exit (Copley Square), which will also be on the left side. Get in the left lane, and at the lights, take a left onto Beacon Street. Take an immediate right onto Arlington Street. Follow Arlington past the Public Garden. Proceed on Arlington, crossing Boylston and St. James Streets. After passing the Boston Park Plaza Hotel on the left, take a left onto Stuart Street. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets. *From the West:* Take the Mass Pike East to the Copley Square exit (which will bring you to a set of lights at the intersection of Dartmouth and Stuart streets). Go straight on Stuart Street for several blocks. After crossing the intersection of Arlington Street, continue straight for another block. The Motor Mart garage will be on the left; Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets. *Public Transportation:* Take the Green Line to Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left. The State Transportation Building is at the end of the alley.

## **White's of Westport**

**66 State Road, Westport • 508-675-7185**

*From Cape Cod, New Bedford:* Take I-195 West to Exit 10 (Horseneck Beach/Westport/Route 88). Take first exit (Route 6 West) and go about two miles. White's of Westport is on right. (Hampton Inn is adjacent). *From Boston:* Take Route 24 South to Route I-195 East. Take Exit 9 (Sanford Road), bear right, and then take the first right. White's of Westport is on right. (Hampton Inn is on left).

## **Offices of WilmerHale**

**60 State Street, 26th Floor, Boston • 617-526-6000**

*From the West:* Take the Mass Pike East to Exit 24B into the Liberty Tunnel. Stay in the right lane. Take Exit 23 (Government Center) and stay in the left lane. At the end of the exit ramp, turn left onto Surface Road. Turn right onto State Street from Surface Road. Proceed up State Street to Merchants Row (Citizens Bank on corner). Take right onto Merchants Row and proceed to the end of the street. The garage for 60 State Street will be on the left side. *From the South:* Take Route I-93 North (Southeast Expressway). Proceed through Liberty Tunnel, stay in the right lane. Take Exit 23 (Government Center) and stay in the left lane. At the end of the exit ramp, turn left onto Surface Road. Turn right onto State Street from Surface Road. Proceed up State Street to Merchants Row (Citizens Bank on corner). Take right onto Merchants Row and proceed to the end of the street. The garage for 60 State Street will be on the left side. *From the North:* Take Route I-93 South, proceeding over the Zakim Bunker Hill Bridge into the tunnel. Take Exit 24A (Government Center), following signs for the Aquarium/Financial District. At the end of the exit, bear left and proceed onto Surface Road. Turn right onto State Street from Surface Road. Proceed up State Street to Merchants Row (Citizens Bank on corner). Take right onto Merchants Row and proceed to the end of the street. The garage for 60 State Street will be on the left side. *Public Transportation:* 60 State Street is located one block from the State Street MBTA subway stop on the Blue and Orange lines.



## Partners and Cosponsors



The **Massachusetts Export Center** ([www.mass.gov/export](http://www.mass.gov/export)), part of the Massachusetts Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance. The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process.

Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling 617-973-8664.



The **Massachusetts Small Business Development Center Network** ([www.msbdcenter.org](http://www.msbdcenter.org)), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an

international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



The **Massachusetts Department of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

The **Massachusetts Office of International Trade & Investment** is a sister agency to the Massachusetts Export Center that carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling foreign protocol; and focused export promotion through international trade show participation. MOITI has four foreign offices—Berlin, Mexico City, Sao Paulo and Beijing—that engage in export promotion activities integrated with the services of the Massachusetts Export Center.

**MassDevelopment** provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

# MSBDC Network

*Your Success is Our Business!*

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Department of Business Development, and a consortium of higher educational institutions led by the University of Massachusetts Amherst, Isenberg School of Management, and including Clark University, Salem State College, the University of Massachusetts Boston and the University of Massachusetts Dartmouth.

**State Office** ..... 413-545-6301

## **Business Advising Centers**

- Berkshire Regional Office ..... 413-499-0933
- Boston Regional Office & Minority Business Center ..... 617-287-7750
- Central Regional Office ..... 508-793-7615
- Massachusetts Export Center
  - Boston Office / Headquarters ..... 617-973-8664
  - Holyoke Office ..... 413-552-2316
  - New Bedford Office ..... 508-999-1388
  - Worcester Office ..... 508-929-8844
- Northeast Regional Office ..... 978-542-6343
- Procurement Technical Assistance Center ..... 413-545-6303
- Southeast Regional Office ..... 508-673-9783
- Western Regional Office ..... 413-737-6712

Visit our website at [www.msbdc.org](http://www.msbdc.org)



Special thanks to the Holyoke Community College, New Bedford Area Chamber of Commerce and Worcester State College for hosting the Massachusetts Export Center's regional offices.



# Registration Form

Please complete a separate registration form for each attendee. Payment must accompany registration form. We accept cash and personal and company checks. We do not accept purchase orders, nor do we invoice participants. Confirmations will not be sent.

**Please make checks payable to the University of Massachusetts**

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## CA = Compliance Alliance

- ☐ Export Logistics and Regulatory Compliance Certificate Series (\$450 / \$400 CA members) ~or individual sessions~
  - ☐ Export Logistics, Classification & Incoterms (\$130 / \$110 CA members)
  - ☐ Export Documentation & Shipping Under FTAs (\$130 / \$110 CA members)
  - ☐ Export Regulatory Compliance (\$130 / \$110 CA members)
  - ☐ Best Practices for Developing Export Procedures... (\$130 / \$110 CA members)
- ☐ Export Open House (no charge)
- ☐ Export Product Classification (No charge CA members / \$50 non-members)
- ☐ Export Regulatory Compliance Update (\$175 / \$125 CA members)
- ☐ International Standby Letters of Credit (\$75)
- ☐ Negotiating and Structuring International Distribution Contracts (\$75)
- ☐ Real-World AES Compliance (No charge CA members / \$50 non-members)
- ☐ 10 Steps to Growing International Sales (\$50)
- ☐ Understanding Import Security Filing and the Impact on Supply Chain Management (\$95)

☐ Mr. ☐ Ms. Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Address \_\_\_\_\_

Product/Service \_\_\_\_\_

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

Countries of interest: \_\_\_\_\_

**Cancellation/Refund Information:** Cancellations received 48 hours prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept cash and company and personal checks. Sorry, we do not accept purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

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Please mail registration and a check payable to the University of Massachusetts to: Catherine Cornwell, MSBDC Network, 227 Isenberg School of Management, University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310

# 100% Financing for Exporters

With export financing from MassDevelopment, you can maximize your international growth opportunities by purchasing new equipment, obtaining a working capital line of credit, or securing insurance to increase sales while managing the risks of selling overseas.

- **100% Export Loans** – Loans up to \$1 million for new equipment, leasehold improvements, and term working capital
- **Export Loan Guarantees** – Guarantees of up to 90% available to lending institutions financing exporters
- **Export Credit Insurance** – Access to a range of Ex-Im Bank insurance policies designed to meet the specific needs of exporters

MassDevelopment also offers attractive loans and tax-exempt bond financing for your facilities projects.

Call 1-800-445-8030 or visit [www.massdevelopment.com](http://www.massdevelopment.com).



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Build. Create. Innovate.



Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

**For further information, visit our website  
at [www.mass.gov/export](http://www.mass.gov/export)**

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